

## Benchmarking Toolkit

### DRIVE CUSTOMER SATISFACTION EXCELLENCE WITH SELF-EVALUATION, CROSS-INDUSTRY BENCHMARKS AND TOOLS

Customer service executives often do not know which operational standards drive excellence, nor do they know for sure what customers value most. Furthermore, access to effective tools needed to conduct a thorough and actionable self-evaluation is difficult to find and can be expensive.

#### THE SOLUTION

The **Customer Service Benchmarking Toolkit** is a suite of easy-to-use self-evaluation tools, insights, and resources designed to help you drive customer service excellence in your organization. Built on best practices drawn from the highest performers, this solution enables clients to cost-effectively and quickly measure and understand how they compare to cross-industry top performers on customer satisfaction and operational standards. Whether to prepare for *J.D. Power's Certified Customer Service Program<sup>SM</sup>* or to understand current performance and what is needed to improve, the Benchmarking Toolkit is the solution.

The Benchmarking Toolkit includes:

- Best Practices Scorecard—More than 300 cross-industry leading practices for improving the customer experience
- Diagnostic Survey Instrument—The same survey tool J.D. Power uses in its customer service certification programs, accessible for one year and used to measure the customer service experience
- Key Metric Comparisons—Customized to your organization, comparing your own metrics with those of the highest performers across industries
- Weighted Drivers of Satisfaction—Annually updated, cross-industry importance weights of each satisfaction driver that guides your prioritization of improvement efforts

#### The Benefits

Benchmarking Toolkit subscribers will be well-positioned to deliver satisfaction and drive operational excellence in their customer service operations across the phone and assisted digital channels, IVR, and Web self-service channels. The Toolkit supplies clients with the resources and insights needed to cost-effectively and dramatically improve their customer service, understand how they compare to high-performing customer service organizations, and, if desired, prepare for J.D. Power certification.